

May 19, 8:30-12:30

# CRISIS LEADERSHIP & DECISION MAKING

MGT-340

**Texas A&M Engineering Extension Service**  
National Emergency Response and Rescue Training Center





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This seminar uses one of four Harvard University, Kennedy School of Government case studies to examine the dynamics of crisis leadership and decision making from an elected or senior official's perspective. The four hour seminar uses the case study to frame the discussion on ways to overcome leadership challenges in planning and responding to a large scale incident. The final outcome of the seminar is the development of an individual and jurisdiction plan of actions needed to improve preparedness and emergency response.

**Training Level:** Management and Planning

**Venue:** Each seminar is fully funded by a training grant provided by the Federal Emergency Management Agency, Department of Homeland Security and can be delivered at your location.

**Course Length:** 1/2 Day (4 hours)

**Available Case Studies:**

(case studies from the Kennedy School of Government, Harvard University):

- Emergency Response System Under Duress: The Public Health Fight to Contain SARS in Toronto (Parts A & B)
- Command Performance: County Firefighters Take Charge of the 9/11 Pentagon Emergency
- "Almost a Worst-Case Scenario": The Baltimore Tunnel Fire of 2001 (Parts A, B, & C)
- Hurricane Katrina (B): Responding to an "Ultra-Catastrophe" in New Orleans

**Target Audience:**

- Mayors/council members
- County executive officers
- County commissioners
- Senior appointed officials
- Private sector executives

**Continuing Education Credits:**

IACET - 0.4 CEUs

**Seminar Topics:**

- **Planning for Effective Disaster Response:**  
Plans are notorious for ending up on the floor when the crisis occurs. To be useful, they must have the right amount of detail, structure, and flexibility.
- **Leadership and Decision Making During a Crisis:**  
Newly elected or appointed officials need to think through their substantive functions and moral responsibilities as crisis leaders in advance of a crisis, rather than addressing their obligations for the first time in the midst of a crisis.
- **Crisis Communications:**  
Almost every major disaster presents unique communications challenges, from coordinating the response efforts of multiple agencies to ensuring the information needs of both the press and the public are met. Developing strategies for planning, conducting and managing public information and warning - to include the role social media plays - can be vital to successful response and recovery efforts.
- **Recovery:**  
The recovery process can best be described as a sequence of interdependent and often concurrent activities that progressively advance a community toward a successful recovery. The process begins with pre-disaster preparedness and continues well beyond the restoration of a community's physical structures; hence the importance of stakeholders understanding their roles and responsibilities in ensuring a successful recovery.
- **Developing a Jurisdiction Preparedness Action Plan:**  
From the lessons learned during seminar discussions and reading of the case study, a broad personal and jurisdictional action plan will be developed to guide future emergency preparedness planning.

**Class Size:** 25 - 35 Participants

For more information, contact:

**TEXAS A&M ENGINEERING EXTENSION SERVICE**  
**Steve Keim, Training Manager, Executive Programs**  
200 Technology Way  
College Station, Texas 77845-3424  
779.458.5646 or 855.245.1614 (toll-free)  
Steven.Keim@teex.tamu.edu  
[www.teex.org/esti](http://www.teex.org/esti)

